



JOB DESCRIPTION

JOB TITLE: VICE PRESIDENT, MARKETING & BRAND STRATEGY
DIVISION: MARKETING
REPORT TO: PRESIDENT & CEO
WAGE CATEGORY: EXEMPT

JOB STATEMENT:

Responsible for overall strategic vision and development of plans for branding, content, and overall marketing, including the supervision of marketing team. Serves as a member of the Executive Team to establish policy, procedures, operational systems and implement the Chamber's strategic plan. Brand gatekeeper responsible for oversight of brand utilization, graphic representation and management. Responsible for digital media strategy including website, social media, Chamber television show, newsletter messaging and other utilized assets, developing strategy based on metrics and goals.

ESSENTIAL FUNCTIONS/OBJECTIVES:

- Responsible for creation and supervision of annual budget for Marketing department
- Responsible for creating and implementing a segmented marketing plan that ensures the proper member and public awareness of the Chamber's role, reflects the strategic vision of the Chamber's business development goals, and maximizes the commercial impact of content produced
- Responsible for the overall branding of the Vegas Chamber
- Design and oversee the development/maintenance of a content strategy that supports and extends initiatives across the organization, using analytics to optimize content types and drive engagement, conversions, and sales and retention efforts
- Exhibit compelling storytelling through all content and use of digital and social media platforms
- Develop and mentor Marketing team members to assist them in reaching professional goals
- Responsible for the oversight of all branded Chamber materials, including working cross-departmentally on development and implementation of membership packages, campaigns, and other business development initiatives; printed and digital pieces; broadcast announcements; website; on-hold messages; social media; video content; testimonials; blogging; and other miscellaneous media exposure and special projects
- Content manager of Chamber marketing tools including, but not limited, to Business Voice, Like Nobody's Business, website, digital media
- Publisher and managing editor of the *Business Voice* magazine
- Executive producer of Vegas Chamber Like Nobody's Business TV show
- Other duties as assigned

JOB SPECIFICATIONS:

- Bachelor's degree in marketing, communications, journalism and/or similar
- At least 10 years' experience as marketing executive
- Strong verbal and written communication skills including writing, editing and proofreading
- Proficiency in sales, advertising planning and execution, research, and public relations
- Prior management, staff development and supervision experience
- Excellent mastery of written and verbal communication skills
- Knowledge of print and broadcast production techniques, social media and Internet communications strategies
- Experience in SEO/SEM best practices
- Servant leadership approach preferred
- Knowledge of research techniques
- Prior experience in budget preparation and line-item analysis of expenditures